



Checklist 1: Stakeholders, needs and benefits

Gateway 1 is at 16:00. Make sure you use your time appropriately, make a time plan and choose one person to be the timekeeper.

Keep in mind that the central aspect of person-centered care is the partnership between the patient and the healthcare professionals, which is centered on mutual respect of each other's expertise. On the one hand, users are the ones who truly know their needs. The patient is expert in how he/she wants to live a good life worth living and how the illness is impacting their lives. On the other hand, healthcare and social welfare providers are experts regarding possible solutions available in their respective fields (e.g. medicine, nursing, occupational therapy, social welfare etc). This partnership is created, defined and nourished by three principles of person-centered care:

- **Patient narrative:** The prerequisite for person-centered care is the user narrative or story. The care giver must listen to and record this story.
- **Shared decision making:** The process of negotiating the health and care plan by dialog. This health and care plan comprises the mutual agreement about the prerequisites, needs and goals that were together defined within the partnership.
- **Documentation:** One central focus point in person-centered care is the documentation of an agreement in the patient journal in the shape of a health and care plan, based on both the patient's and the care giver's expertise, which guarantees that the mutually planned care plan is carried out as agreed and revised if necessary.

So the challenge is to **design digital products and services that facilitate and support this partnership.** These products and services could of course be both mainly for the patient (symptoms tracking, health diary etc), communication tools for peer-to-peer support (check out patientslikeme.com for ideas), decision making tools (check cognitive programming like IBM Watson), or documentation tools and services for personal health records (check out the Swedish personal health account, *hälsa för mig konto*)

Keep in mind also the four main areas of interest:

- healthy aging
- parenthood & pregnancy
- youth & mental health
- healthcare



Brainstorm about potential target groups and their needs. Start by listing as many problems as you can think of, then evaluate them against each other to pick the one you will work with. If you're stuck, check out this video:

<https://www.youtube.com/watch?v=yAidvTKX6xM&nohtml5=False>

Use the following trigger questions to guide your thinking process.

1. What health-related problems have you noticed around you?
2. Have you noticed any struggles your friends may have? How about family members or neighbors?
3. Have you noticed any large scale health-related problems in society? How about problems affecting underprivileged groups or minorities?
4. Is this a problem that affects many people?
5. Does it also affect their families and care providers?
6. What makes their lives more difficult?
7. What would make their lives easier?
8. Who could be involved in providing a solution?

From your brainstorming session, list the most relevant target groups and their needs. One target group may have more than one need. Prioritize needs based on their relevance or impact.

Target group	Need/problem	Priority



For the 3 most relevant needs, identify other stakeholders. Who, in addition to the target group, is affected by this problem? In which way are they affected? How would they benefit if this problem were solved?

Stakeholders	Benefit

Stakeholders	Benefit

Stakeholders	Benefit



Which idea will you develop further?

Check the evaluation criteria for the judges' choice award to ensure your chosen idea will be appreciated by the judges.

Prepare to present it at gateway 1.



Checklist 2: Solution and implementation

Gateway 2 is at 21:00. Make sure you use your time appropriately, make a time plan and choose one person to be the timekeeper.

After creating personas and scenarios describing how the personas are interacting with your digital service, it is time to make the users goals explicit and extract user requirements from the scenarios.

Make sure that your scenarios define your digital service *behavior* from the standpoint of specific personas. This includes not only the system's functionality, but also the priority of functions and how those functions are expressed in terms of what the user sees and how she interacts with the system. It is important that your scenarios describe how your digital service addresses your users overall goals, wants, and needs.

Based on your personas and scenarios, use the following questions to guide your thinking process.

1. What does the user want to do or achieve?
2. How do they want to do it?
3. How can your solution facilitate this?
4. What functionalities must you provide to achieve this?
5. How can you implement these functionalities?

Furthermore, specify requirements based on:

- Data requirements: objects and information that must be represented in the system.
- Functional requirements: The operations or actions that need to be performed on the system's objects and that typically are translated into interface controls.
- Contextual requirements: For example, considerations regarding the physical environment and the skills and capabilities of the users.

If you haven't already, start coding/prototyping!

Check the evaluation criteria for the developers' choice award to guide your implementation.

Prepare to present your use cases and requirements at gateway 2.



Checklist 3: Value proposition and business model

Gateway 3 is at 8:00. Make sure you use your time appropriately, make a time plan and choose one person to be the timekeeper.

A great idea without a good business plan will, most often than not, fail. Here are some important questions to keep in mind:

1. Who is your end user? Who will benefit most directly from your solution?
2. Who will pay for your solution? In healthcare, different stakeholders are often involved and the payer is not necessarily the end-user.
3. How can you scale up your solution? Can you handle from a few users to several thousand users?
4. Who can you partner with to make your solution easier to implement, more efficient, or cheaper?

You may use the Business Model Canvas to develop your idea. Use post-its so you can quickly change and adapt to new ideas.

- Start by identifying the **customer segment** and the **value proposition**. Who is the target group and what benefit do they get from your solution? Who are the most relevant stakeholders and how do they benefit? Remember that you already worked out these issues in Checklist 1.
- Then list **key activities** and **key resources**. How will you solve the needs of your target group and what resources do you need to achieve this. Remember that you already worked out the use cases and the requirements for your solution in checklist 2.
- Think about the **revenue streams** and the **cost structure**. Who will pay for your solution? How much are they willing to pay? Will different stakeholders pay for different things? What resources will you have to pay for to maintain the business?
- Think about **key partners**. Who can help you provide your solution faster, better, bigger or cheaper?
- Last but not least, think about **customer relations** and **channels**. How will you reach new customers? What relationship must you establish? How will you make them trust you, do you need referrals from a healthcare provider or friends?



Prepare for presenting your idea to judges

- Start filling in the proposal form: due 12:00.
- Prepare for handing in your code, if applicable: due 12:00.
- Use the NABC approach to prepare your pitch. You will have 3 minutes (sharp!) to present your idea.

The NABC approach in short

Check out this video: <https://www.youtube.com/watch?v=iHiLAJGDGt4&nohtml5=False>

N for Need. **N** is the most important factor in the method. An idea without a practical need for it remains just what it is: a good idea and nothing more. What is the need you will address for your target group?

A for Approach. **A** is usually a point of departure for most activities, but with the NABC method, **A** always comes after **N**. How will you address the target group's need?

B for Benefit. **B** stands for the innovative elements of an idea, in other words that which constitutes its uniqueness. What do you provide that is different from other solutions?

C for Competition. **C** stands for a study of the competition existing in the area concerned. **C** is often mistaken for **N**. **C**, however, focuses on the reality within which a concept has to function. How can the target group solve their need if they do not use your approach? Remember, the competition for the PalmPilot was pen and paper!

How to pitch using the NABC approach

1. Start with an interesting opening line to capture the attention of the audience. You can use numbers or relate to the audience, e.g. "Did you know that half a billion people every year die from not having access to clean water?", "Have you ever left the doctor's office not knowing what to do next?"
2. Describe the **Need**. Be specific if you can. Who is your target audience and what is their biggest problem?
3. Describe the **Approach**. How do you solve this problem?
4. Describe the **Benefit**. How is your solution unique?
5. Describe the **Competition**. Explain how the current alternative solutions are not adequate.
6. Close with a hook. What action do you want the audience (in this case the judges) to take, and why should they do it?